

Figure 1

REPLACEMENT SHEET

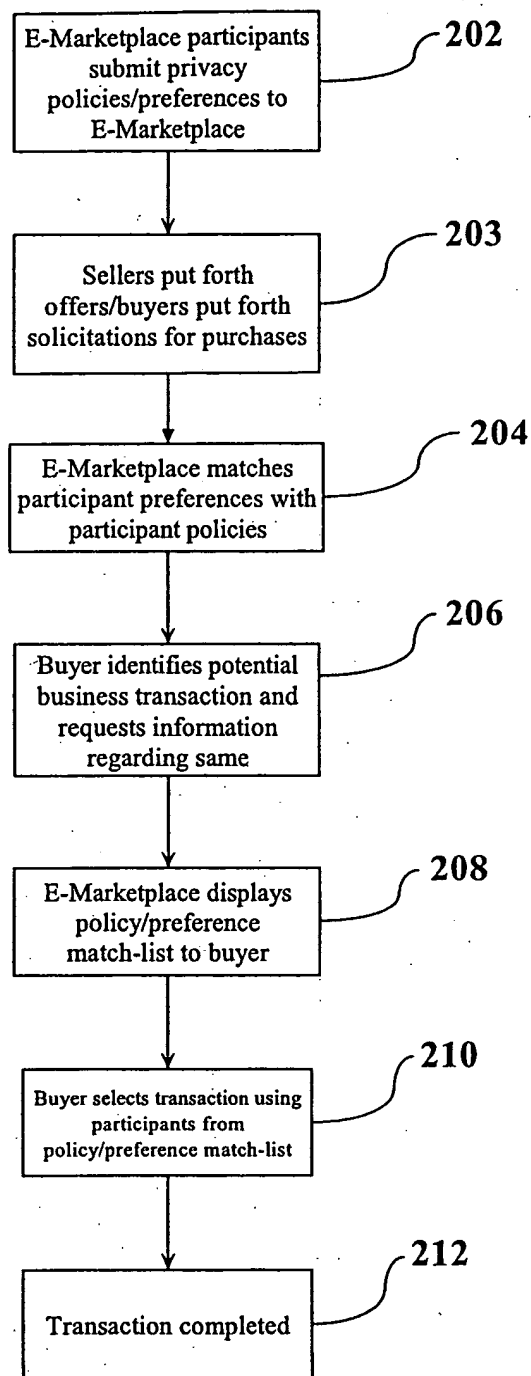


Figure 2

REPLACEMENT SHEET

**Program - Untitled 1**

File Edit Format Tools Window Help

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**Buyer Privacy Preferences**

Can E-Marketplace Participants Sell Your Email Address?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Don't Care
Can E-Marketplace Participants Send You Seller-Originated Advertising?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Don't Care
Can E-Marketplace Participants Share Your Demographic Data With Others?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Don't Care

Property of Property 24, Protected

Figure 3

Program - Untitled 1

File Edit Format Tools Window Help

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Untitled File 1

## Seller 01 Privacy Policies

Will You Sell the Email Address of E-Marketplace Participants?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Will You Send Seller-Originated Advertising to E-Marketplace Participants?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Will You Share Demographic Data of E-Marketplace Participants With Others?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Property 1 Property 2 Property 3 Value Value Value

Figure 4

Program - Untitled 1

Menu Edit View Insert Format Window Help

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Untitled File 1

## Seller 02 Privacy Policies

Will You Sell the Email Address of E-Marketplace Participants?

☒ Yes ☐ No

Will You Send Seller-Originated Advertising to E-Marketplace Participants?

☒ Yes ☐ No

Will You Share Demographic Data of E-Marketplace Participants With Others?

☐ Yes ☒ No

Property Sheet Property 2 Properties Value Value

Figure 5

REPLACEMENT SHEET

Program - Untitled 1

FileEditViewFormatWindowHelp

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Untitled File 1

# Seller 03 Privacy Policies

Will You Sell the Email Address of E-Marketplace Participants?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Will You Send Seller-Originated Advertising to E-Marketplace Participants?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Will You Share Demographic Data of E-Marketplace Participants With Others?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Property 1Property 2Property 3ValueValueValue

Figure 6

REPLACEMENT SHEET

Offers Available for Buyer						
Offer	Sell		Send		Share	
	Email Address?	Seller-Originated Advertising?	Demographic Data With Others?		Product	Price per Unit
Offer 01	NO	NO	NO	NO	Widget A	\$10
Offer 02	YES	YES	NO	NO	Widget A	\$8
Offer 03	YES	YES	YES	YES	Widget A	\$7
Offer 04	NO	NO	NO	NO	Widget A	\$11
Offer 05	NO	YES	YES	NO	Widget A	\$11
Offer 06	YES	NO	NO	NO	Widget A	\$11
Offer 07	YES	YES	YES	YES	Widget A	\$8
Offer 08	NO	NO	NO	NO	Widget A	\$11
Offer 09	YES	YES	YES	YES	Widget A	\$8
Offer 10	NO	NO	NO	NO	Widget A	\$11
Offer 11	NO	NO	NO	NO	Widget A	\$12
Offer 12	YES	YES	NO	NO	Widget A	\$9
Offer 13	YES	YES	NO	NO	Widget A	\$9

Figure 7

REPLACEMENT SHEET

Offers Available for Buyer					
Offer	Sell Email Address?	Send Seller-Originated Advertising?	Share Demographic Data With Others?	Product	Price per Unit
Offer 01	NO	NO	NO	Widget A	\$10
Offer 04	NO	NO	NO	Widget A	\$11
Offer 08	NO	NO	NO	Widget A	\$11
Offer 10	NO	NO	NO	Widget A	\$11
Offer 11	NO	NO	NO	Widget A	\$12

Figure 8